

Dreamers Who Do

N Bringi Dev
ThoughtWorks
August 07, 2009



Reflection

“Is this your first start-up?”

- *Question from a venture*

The Story So Far..

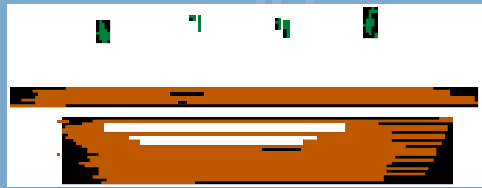
- Wipro
 - Wipro, Sun, Convex, Tandem...
- IBM
 - Education Services
- Compaq
 - Building a new paradigm in the market
- Eduquity
 - Human Resource Assessment
- IDG Media
 - Technology Publishing
- The Indus Entrepreneurs

Intrapreneurs & Entrepreneurs



Dreamers Who Do

The Experience Thus Far...



Corporate Internal
Venture Groups

Red Ink



Private Venture
Capital Groups

25% ROI

The Venture Capitalist's Maxim

I'd rather have

a class A entrepreneur

with a class B idea

than

a class A idea with

a class B entrepreneur

Who is an Entrepreneur?

An individual who, rather than working as an employee, runs a small business and assumes all the risk and reward of a given business venture, idea, or good or service offered for sale.

The entrepreneur is commonly seen as a business leader and innovator of new ideas and business processes.

Entrepreneurial Myths



- Entrepreneurs are:
 - Driven by greed
 - High risk takers
 - Intuitive thinkers
 - Dishonest

Entrepreneurial (and Intrapreneurial) Facts


- Driven by vision: the larger view
- Moderate risk takers
- Persistent and focused
- Intuitive , analytic and questioning
- Honest rule breakers
- Face reality; use feedback

What keeps most people from becoming entrepreneurs?

- Funding
- Manpower
- Strong backing
- Branding/Marketing
- Fear

To ask permission is to seek denial

- Attributed to Scott McNealy



**What is your definition of
an intrapreneur?**

Intrapreneur

Anyone who behaves with entrepreneurial spirit within a large organization

Intrapreneurs have entrepreneurial skills blended with managerial skills but operate within the confines of an organization.



“The intrapreneur is an
essential ingredient in
every innovation.”

- *Dr. William Souder*

*10 year life cycle study of 289
innovations in 53 companies*

History of Intrapreneurship

- Word was coined in 1976 by Gifford and Elizabeth Pinchot
- Based on their concept of an intra-corporate entrepreneur
- Began a school for Intrapreneurs in Sweden in 1985
- The American Heritage Dictionary made the word mainstream by adding it in 1992

Positive differences between entrepreneur vs intrapreneur

- Funding
 - company/organization often has capital to fund the project
- Manpower
 - intrapreneurs do not have to worry about finding the talent to get tasks performed
- Branding
 - intrapreneurs can use the branding of the company/organization to get their ideas to take root

The Intrapreneur

Developing in phases

“...we pass through three major stages in our lives: a time to learn, up until the age of twenty; a time to expand, between twenty and forty; and a time to grow wise, from forty onwards.....”

- Bernard Lievegoed (1979)

Negotiating your life's courses

- Your path finding attributes
 - Capacity for insight
 - Possession of foresight
 - Tolerance of uncertainty
 - Willingness of risk
 - Courage to change



Questions?

bringidev@yahoo.com

bringi.dev@iimb.ernet.in

Thank You!